

3622
JFw

Attorney's Docket No. 04704P005
Confirmation No.: 3558

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Scott Faber, et al.

Application No.: 09/808,475

Filed: March 13, 2001

For: AN APPARATUS AND METHOD FOR
RECRUITING, COMMUNICATING
WITH, AND PAYING PARTICIPANTS
OF INTERACTIVE ADVERTISING

Examiner: Lastra, Daniel

Art Unit: 3622

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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INFORMATION DISCLOSURE STATEMENT

Sir:

Enclosed is a copy of Information Disclosure Citation Form PTO-1449 or PTO/SB/08 together with copies of the documents cited on that form, except for copies not required to be submitted (e.g., copies of U.S. patents and U.S. published patent applications need not be enclosed). It is respectfully requested that the cited documents be considered and that the enclosed copy of Information Disclosure Citation Form PTO-1449 or PTO/SB/08 be initialed by the Examiner to indicate such consideration and a copy thereof returned to applicant(s).

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage in an envelope addressed to MS: Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on January 31, 2005
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Dianne Neathery

(Typed or printed name of person mailing correspondence)

Dianne Neathery
(Signature of person mailing correspondence)

1/31/05

Appl. No.: 09/808,475
Filing Date: 3/13/2001

- 1/2 -

LJV/cak (10/27/04)
Atty. Docket: 04704P005

Pursuant to 37 C.F.R. § 1.97, the submission of this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed as an admission that the information cited in this statement is material to patentability.

Pursuant to 37 C.F.R. § 1.97, this Information Disclosure Statement is being submitted under one of the following (as indicated by an "X" to the left of the appropriate paragraph):


- _____ 37 C.F.R. §1.97(b).
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- _____ A statement pursuant to 37 C.F.R. §1.97(e) or
- X A check for \$180.00 for the fee under 37 C.F.R. § 1.17(p).
- _____ 37 C.F.R. §1.97(d). If so, then enclosed with this Information Disclosure Statement are the following:
- (1) A statement pursuant to 37 C.F.R. §1.97(e); and
 - (2) A check for \$180.00 for the fee under 37 C.F.R. §1.17(p) for submission of the Information Disclosure Statement.

If there are any additional charges, please charge Deposit Account No. 02-2666.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Dated: January 31, 2005



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Substitute for Form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Complete if Known

Application Number	09/808,475
Filing Date	March 13, 2001
First Named Inventor:	Scott Faber, et al.
Art Unit	3622
Examiner Name	Lastra, Daniel
Attorney Docket Number	04704P005

 Sheet **1** of **4**
U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (If known)				
		US-	4,313,035	1/26/1982	Jordan, et al.	
		US-	4,645,873	2/24/1987	Chomet	
		US-	4,752,675	6/21/1988	Zetmeir	
		US-	5,448,625	9/5/1995	Lederman	
		US-	5,574,780	11/12/1996	Andruska et al.	
		US-	5,589,892	12/31/1996	Knee, et al.	
		US-	5,701,419	12/23/1997	McConnell	
		US-	5,774,534	6/30/1998	Mayer	
		US-	5,802,502	9/1/1998	Gell et al.	
		US-	5,937,390	8/10/1999	Hyodo	
		US-	5,946,646	8/31/1999	Schena, et al.	
		US-	5,974,398	10/26/1999	Hanson, et al.	
		US-	5,987,118	11/16/1999	Dickerman et al.	
		US-	5,999,611	12/7/1999	Tatchell et al.	
		US-	6,006,197	12/21/1999	d'Eon, et al.	
		US-	6,167,449	12/26/2000	Arnold et al.	
		US-	6,188,761	2/13/2001	Dickerman et al.	
		US-	6,230,287 B1	5/8/2001	Pinard et al.	
		US-	6,269,336 B1	7/31/2001	Ladd et al.	
		US-	6,301,342	10/9/2001	Ander, et al.	
		US-	6,314,402 B1	11/6/2001	Monaco et al.	
		US-	6,385,583 B1	5/7/2002	Ladd et al.	
		US-	6,400,806 B1	6/4/2002	Uppaluru	
		US-	6,430,276 B1	8/6/2002	Bouvier et al.	
		US-	6,434,527 B1	8/13/2002	Horvitz	
		US-	6,470,079	10/22/2002	Benson	
		US-	6,470,317 B1	10/22/2002	Ladd et al.	
		US-	6,484,148	11/19/2002	Boyd	
		US-	6,493,437	12/10/2002	Olshansky	
		US-	6,493,671 B1	12/10/2002	Ladd et al.	

 Examiner
Signature

Date Considered

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹Applicant's unique citation designation number (optional). ²See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴For Japanese patent documents, the indication of the year of reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶Applicant is to place a check mark here if English language translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SENT FEES OR COMPLETED FORMS TO THIS ADDRESS.

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Substitute for Form 1449/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Complete if Known	
				Application Number	09/808,475
				Filing Date	March 13, 2001
				First Named Inventor:	Scott Faber, et al.
				Art Unit	3622
				Examiner Name	Lastra, Daniel
Sheet	4	of	4	Attorney Docket Number	04704P005
NON PATENT LITERATURE DOCUMENTS					
Examiner Initials*	Cite No ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published			T ²
		Keen.com, Inc. v. InfoRocket.com, Inc., Preliminary Injunction Hearing, pp. 286-289 (January 8, 2002)			
		Keen.com, Inc. v. InfoRocket.com, Inc., Complaint For Patent Infringement, Trade Dress Infringement and Unfair Competition; Demand for Jury Trial filed August 31, 2001, pp. 1-8 plus 17 pgs. Of attachments.			
		PCT Search Report for PCT Application No. PCT/US01/48284, filed October 30, 2001 (corresponding to U.S. Serial No. 09/702,217) mailed May 13, 2002 (7 pgs.).			

Examiner Signature		Date Considered	
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